Technology, coupled with the forces of the marketplace, continue to exert a significant influence on the role and practice of today’s law firm library, research and information service professional. The incredible pace of growth around social media and other web content has changed the nature of the function itself as we now face the challenge of supporting the business of law alongside the practice of law—helping lawyers to identify client and business development opportunities, strengthen client relationships, focus on competitive intelligence, and stay up-to-date on legal, regulatory, trade & industry trends.

Technology in support of e-libraries, e-books and digital subscription aggregation and delivery—coupled with new law firm economic models—suggest that we should be proactively preparing to substantially refine our workflows and our mission to align with business and practice needs.

Ark Group’s 6th annual Best Practices & Management Strategies for Law Firm Library, Research & Information Services conference will not only evaluate how technology, social media and web content continue to shape the role and practice of information service professionals—but will also illustrate a need to become marketers, educators, collaborators, negotiators and business analysts—able to define the value of the services we provide in the language of the firm’s business.

The future of library, information and research services leans heavily on an ability to collect, analyze, organize, validate and disseminate information. Understanding the firm’s business goals and aligning information services to meet those goals—is the future.

As we grow accustomed to working in a “do-more-with-less” environment, opportunities for cross-functional partnering between departments will no doubt increase. We are already beginning to see an erosion of the walls that separate marketing and business development from knowledge management and the library/information services.

This year’s forum will help to illustrate how library, research and information service professionals can be the linchpin to promoting agility and process efficiency by demonstrating a keen industry awareness—clarifying connections between data, information and content—greatly reducing response times while delivering trusted information that intersects with intelligent decision making.

EVENT SPONSORS:

Featuring key contributions and candid viewpoints from:

Robert C. Berring, Jr., Walter Perry Johnson Professor of Law, Berkeley Law, University of California
Jean P. O’Grady, JD, MLS, Director of Research Services and Libraries, DLA Piper LLP (US)
Greg Lambert, JD, MLIS, Library & Records Manager, King & Spalding
Scott Preston, Chief Information Officer, Fulbright & Jaworski LLP
Marlene Gebauer, Director of Research, Greenberg Traurig LLP
Alirio Gomez, MLIS, MBA, Global Director of Library & Information Services, Milbank, Tweed, Hadley & McCloy LLP
Kathy Skinner, Firmwide Information Resources Manager, Morrison & Foerster LLP
Sandra Campbell, Library Director, North American Region, Baker & McKenzie LLP
Steven A. Lastres, JD, MLS, Director of Library & Knowledge Management, Debevoise & Plimpton LLP
Lynn Oser, Director, Information Resource Management, WilmerHale

And Others!

Register by January 6th to receive your 15% Early-Bird discount!
Best Practices & Management Strategies for Law Firm Library, Research & Information Services

At the Intersection of Process and Knowledge Management
Delivering Trusted Information that Intersects with Intelligent Decision Making

Agenda: Thursday, February 23, 2012

8:30AM Registration & Refreshments

9:00AM Opening Remarks: Conference Chairperson (TBA)

9:15AM KEYNOTE
The Transformation of Legal Research: Training the Google Generation of Lawyers for the New Legal Marketplace

Is legal research training dead? Today’s law library—shaped by the skills of specialized researchers and information managers—has evolved into more of a service offering (as opposed to a place)—with expertise and analysis accessible anytime and anywhere. In fact, technology has enabled lawyers to work from their homes, airports and desks—tapping into online legal research, portals, RSS feeds—even proprietary data sources accessible via mobile phone. Without a doubt, the role of the law librarian has changed. But given the shift toward digital content, stewards of knowledge and information resources have become even more important as the need for professional research guidance increases dramatically. What are law schools doing to prepare students for the practice of law today? How are economic factors and a changing law firm environment transforming legal research?

Robert C. Berring, Jr., Walter Perry Johnson Professor of Law, Berkeley Law, University of California

10:00AM Preparing for the Virtual Library
What Business are you in after your Library is Gone?

Don’t wait to be asked—define yourself now! Pundits have been predicting the end of print libraries for decades. And the end may in fact be near. Technology in support of e-libraries, e-books and digital subscription aggregation and delivery—coupled with new law firm economic models—suggest that we should be proactively preparing to substantially refine our workflows and our mission to align with business and practice needs. This session will explore:
- Economics of old vs. new library models
- Emerging technologies including, e-books, e-libraries, Siri, and personalized aggregated news
- New workflows - centralization, outsourcing, and virtual reference
- Innovative approaches to licensing content and the collection and analysis of metrics to support decision making

Jean P. O’Grady, JD, MLS, Director of Research Services and Libraries, DLA Piper LLP (US)

10:45AM Networking Coffee Break

11:15AM Building a Bridge Between IT and Library Services
What role does the library play in leveraging technology to exploit online content or disaggregate work-streams and reconstruct them in a more cost-effective way? One could argue that the divide between “the technology side” of law firms and “the library services side” is much wider than it should be. While IT and the Library may have different perspectives on how information is collected, maintained and delivered—it turns out these two groups actually have more in common than meets the eye—and there are synergies between the two silos that can be (and should be) explored and capitalized on. This collaborative session will illustrate how IT and Library/Information Services can work together to not only enhance the consumption of information and research capabilities, but also to provide a practical context for discussion impacting and improving system design. Without a good system design it’s difficult to get the information one needs—and without understanding what information is needed, it is difficult to design efficient systems.

Co-Presenters:
Greg Lambert, JD, MLS, Library & Records Manager, King & Spalding, Scott Preston, Chief Information Officer, Fulbright & Jaworski LLP

12:00PM Networking Luncheon

1:00PM Destroying the Silo: Embedded Librarians & Research Specialists
Embedding librarians within specific practice or industry groups can greatly enhance research and workflow—fostering a greater understanding of how lawyers practice and how research enables the process. This discussion will illustrate a shift to providing more specialized services to one (or more) practice groups—and then evaluate how co-locating with internal clients can impact legal research workflows, competitive intelligence gathering, and in-depth subject support. Additionally, attendees will discuss the impact of this practice model on budgets and cost allocation within law firms—as well as traditional reporting structure and the implications of breaking up the traditional library work silo.

Speakers:
Marlene Gebauer, Director of Research, Greenberg Traurig LLP, Steven A. Lastres, JD, MLS, Director of Library & Knowledge Management, Debevoise & Plimpton LLP, others TBD

2:00PM Clarifying Connections: Promoting Agility and Process Efficiency by Formalizing the Partnership between the Library & Information Services, Knowledge Management and Business Development
A number of law firms today have begun to integrate the library into the revenue side of the equation, leveraging cross-functional synergies that enable the firm to better understand its own clients and drive profitability. At the same time we are growing accustomed to working within a “do-more-with-less” environment—which has created opportunities for more partnering between departments and to some extent, an erosion of the walls that separate marketing and business development from knowledge management, the library and information services. This discussion will illustrate how library, research and information service professionals can be the linchpin to promoting agility and process efficiency by demonstrating a keen industry awareness—clarifying connections between data, information and content—greatly reducing response times while delivering trusted information that intersects with intelligent decision making.

Speakers:
Alirio Gomez, MLS, MBA, Global Director of Library & Information Services, Milbank, Tweed, Hadley & McCloy LLP, Kathy Skinner, Firmwide Information Resources Manager, Morrison & Foerster LLP, others TBD

3:00PM Afternoon Coffee Break

3:30PM Running Library & Information Services like a Business
More often than not, the services and resources you provide for your firm are considered overhead—which inevitably leads to a misunderstanding concerning the value you bring to the firm. This closing segment of the conference will re-examine the value proposition of the library—at the same time, treating it as a business onto itself. Attendees will break down the various business components of the function with the aim of identifying where the library fits into the overall firm profitability equation.
- Scope of services: If the library isn’t utilized as “the information center” then what is it?
- Marketing: Selling the value of library & information services internally (i.e. demonstrating the value of the services you provide and interacting with senior management as an important business function)
- Quality, risk and cost control: Leveraging the firm’s many sources of intellectual capital to drive KM and Competitive Intelligence
- Reporting structure, staffing and budgeting: Re-engineering business planning and budgeting processes
- Educating your users: and gaining essential feedback to ensure you are meeting the internal and external demands and expectations

Speakers:

4:30PM End of Conference
Registration Form

Best Practices & Management Strategies for Law Firm Library, Research & Information Services

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Signature

I have read the terms and conditions below

☐ Registration fee for practitioners $895
☐ Registration fee for vendors & consultants $1295
☐ Early-Bird Discount: I am registering for this program before January 6th — and would like to claim my 15% discount!

For team discounts, please call Peter Franken at 312-212-1301

Please note: payment must be received in full prior to the event to guarantee your place

Venue and Accommodations

This forum will take place at the AMA Executive Conference Center, New York - located at 1601 Broadway, New York, NY 10019. For information regarding nearby hotels (most within walking distance to the venue) please contact Peter Franken at pfranken@ark-group.com or 312 212 1301. We hope to see you there!

Who Will Attend This Forum

Ark Group’s 6th annual Best Practices & Management Strategies for Law Firm Library, Research & Information Services is developed for those involved in managing your firm’s knowledge and information resources — including but not limited to Directors of Library Services, Library Managers, Directors of Information Resources/Services, and Directors of Knowledge Management as well as IT Directors, Directors of Marketing, Business Development and Competitive Intelligence.

Exhibition & Sponsorship Opportunities

If you are interested in learning about sponsorship opportunities for this event, or others, please contact Kevin Klein for more information at kklein@ark-group.com or by phone at 312 212 1302.

Ark Group USA will not use your email address or information for any purpose other than distributing our conference and event notices.

PLEASE NOTE: Ark Group cannot be responsible for assisting potential attendees in obtaining visas to the country in which this event is being held. Attendees are responsible for their own travel and visa
Best Practices & Management Strategies for Law Firm Library, Research & Information Services

This forum will be held at:

AMA Executive Conference Center
1601 Broadway
New York, NY 10019
212.586.8100
http://www.amaconferencecenters.org/new-york.htm

February 23, 2012 — New York, NY

The executive conference center is conveniently located at 48th & Broadway (inside the Crowne Plaza Hotel) in the heart of New York City's bustling Times Square.

Recommended Hotels (within walking distance to the forum venue):

Belvedere Hotel
319 W. 48th Street
New York, NY 10036
212.245.7000 > Reservations
http://www.belvederehotelnyc.com/

Crowne Plaza Manhattan
1605 Broadway
New York, NY 10019
212.977.4000 > Reservations
http://www.cpmanhattantimessquare.com/

Sheraton Manhattan
790 7th Avenue
New York, NY 10019
212.581.3300 > Reservations

Marriott Renaissance New York Times Square
714 7th Avenue @ W. 48th Street
New York, NY 10036
212.765.7676 > Reservations
http://www.marriott.co.uk/hotels/travel/nycrt-renaissance-new-york-hotel-times-square/

*Recommendations on the Upper West Side (a short cab ride to the venue):

On The Ave
2178 Broadway at W 77th Street NY 10024
1.800.509.7598 | 212.362.1100
http://www.ontheave-nyc.com

The Lucerne—New York
201 WEST 79 STREET NEW YORK, NY 10024
212.875.1000 OR 800.492.8122
http://www.thelucernehotel.com/
Directions and Maps

AMA New York Executive Conference Center
1601 Broadway
New York, NY 10019

The following can be used as a guide for your visit to the Executive Conference Center, New York. If you should have any further questions, please do not hesitate to call us at 312-212-1301.

Directions

American Management Association (located in the same building as the Crowne Plaza Hotel) 1601 Broadway at 48th Street near Times Square. Entrance is on 48th Street.

From PENN PLAZA to 1601 BROADWAY (Fastest Route):
1. Going west on W. 33rd St. toward 8th Ave. 0.11 miles
2. Turn RIGHT onto 8th Ave. 0.85 miles
3. Turn RIGHT onto W. 50th St. 0.12 miles
4. Turn RIGHT onto BROADWAY. 0.06 mile For additional driving directions and maps click here http://www.mapquest.com/

Transportation

Airport Transportation:
Transportation to/from the airport is available for a fee via Super Shuttle. Upon arrival at the airport, proceed to the Ground Transportation desk located near baggage claim, the Super Shuttle agents there will assist you. For your return trip to the airport, contact Super Shuttle at least 24 hours in advance at 1-800-BLUE-VAN x3. New York taxi cabs are also available and rates can vary depending on the airport.

These three airports serve New York City:

John F. Kennedy International Airport, approximately 15 miles (estimate one hour travel time) from mid-Manhattan.

LaGuardia Airport, approximately 8 miles (estimate 30 minutes of travel time) from mid-Manhattan.

Newark International Airport, borders on the cities of Newark and Elizabeth, NJ, approximately 16 miles (estimate 45 minutes of travel time) from mid-Manhattan.

Parking:
There are parking garages available on 48th and 49th streets, as well as at the Crowne Plaza Hotel.

Bus:
From Uptown: M 7, M 10, M 104, exit at 50th St. and Broadway.
From Downtown: M 10, M 104, exit at 49th St. and 8th Ave.
M 5, M 6, M 7 exit at 49th St. and 6th Ave.
SUBWAY

To 47th-50th St-Rockefeller Center

To 50th St & 8th Avenue

To 50th Street

To 49th Street

To 51st Street